

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST 1982

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.4	13.2	14.4	14.6		12.9	13.7	13.1	11.7	13.6	13.0	11.3	12.6
NO. OF PROGRAMS†	12	9	27	3	1FR	7	27	29	28	37	65	22	87

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 10:00AM–4:30PM						WEEKEND DAYTIME		
	Informational(1)		11:30PM– 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.3	10.0	5.1	6.5	6.4	6.7	5.6	6.9	6.4	4.3	7.0	4.9	6.1
NO. OF PROGRAMS†	5	3	12	14	5	4	12	12	24	31	5	9	14

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

1FR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 22, 1982

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	FILTHY RICH	21.7	17,690	10	TRAPPER JOHN, M.D.	17.0	13,860
2	M*A*S*H	20.2	16,460	12	FANTASY ISLAND	16.7	13,610
3	TOO CLOSE FOR COMFORT	18.9	15,400	12	HART TO HART#	16.7	13,610
4	THREE'S COMPANY	18.7	15,240	14	ALICE	16.4	13,370
5	BARBARA WALTERS SUMMER SP(S)	18.0	14,670	14	WKRP IN CINCINNATI	16.4	13,370
6	RENEGADES(S)	17.9	14,590	16	LOVE BOAT	15.9	12,960
7	JEFFERSONS	17.8	14,510	17	PRIVATE BENJAMIN#	15.6	12,710
8	CAGNEY & LACEY(S)	17.7	14,430	18	ABC SUNDAY NIGHT MOVIE	15.4	12,550
9	60 MINUTES	17.2	14,020	19	FACTS OF LIFE	15.2	12,390
10	CIRCUS OF THE STARS(S)	17.0	13,860				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS			PROGRAM COVERAGE			HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS			PROGRAM COVERAGE			HOUSEHOLD AUDIENCES														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			
•EVENING																																												
ABC FRIDAY NIGHT MOVIE						12	181		96	A	8.6	18	701	BARNEY MILLER						13	198		99	A	11.3	20	921	1 THU.						9.00P	60	ABC	CS	B	11.6	21	945			
1 FRI.										B	11.8	24	962	BENSON						35		181		95	A	9.7	21	791	2 FRI.						8.00P	30	ABC	CS	B	13.6	25	1108		
ABC MONDAY NIGHT BASEBALL						9	200	199	99	99	A	12.3	22	1002	BEST OF THE WEST						7	170		87	A	9.0	17	734	1 MON.						8.30P	159	ABC	SE	B	8.4	17	685		
1 MON.										B	11.5	21	937	BIG EASY SPECIAL(S)							201		99	A	10.2	21	831	2 MON.						8.43P	174									
ABC MOVIE SPECIAL(S)								198	98	A	12.5	23	1019	1 SUN.						8.00P	60	ABC	PD					2 THU.						8.00P	120	ABC	FF							
ABC NEWS CLOSEUP(S)							195		98	A	5.3	11	432	BORN TO THE WIND-1(S)								198		99	A	10.9	21	888	1 FRI.						10.00P	60	ABC	DN						
ABC NEWSBRIEF-M-F						219	187	188	96	95	A	12.7	23	1035	BORN TO THE WIND-2(S)								197		98	A	6.2	14	505	2 THU.						8.00P	60	NBC	A					
1 MON.										B	16.6	27	1353	2 SUN.						7.00P	60	NBC	A					1 W-F						9.57P	2									
1 TUE.														BOSOM BUDDIES						5	199		99	A	10.1	19	823	2 MON.						9.16P	1									
1 W-F														BRET MAVERICK						4	184	191	96	97	A	10.0	18	815	2 TU & W						9.58P	1								
2 MON.														TUE.						9.00P	60	NBC	EW	B	10.2	18	831	2 THU.						9.57P	2									
2 TU & W														CAGNEY & LACEY(S)							196		99	A	17.7	31	1443	2 FRI.						8.28P	1									
2 THU.														1 MON.						10.00P	60	CBS	OP					ABC NEWSBRIEF-SAT.						9.58P	1	ABC	N							
2 FRI.														CASSIE AND COMPANY						5	167	172	90	93	A	11.5	24	937	1 SUN.						10.02P	1	ABC	N						
1 SUN.														FRI.						10.00P	60	NBC	PD	B	10.1	21	823																	
2 SUN.						10.00P	2							CBS EVENING NEWS-RATHER						219	201	200	99	99	A	11.5	25	937	M-F						6.30P	30	CBS	N	B	12.9	24	1051		
ABC SPORTS UPDATE-SAT						44	185	192	96	98	A	14.4	29	1174	CBS EVENING NEWS-DEAN						27	179	178	91	90	A	6.9	18	562	1 SAT.						8.58P	1	ABC	SN	B	8.2	18	668	
2 SAT.														SUN.						6.30P	30	CBS	N					2 SAT.						9.00P	2									
ABC SPORTS UPDATE-SUN						44	191	189	97	97	A	11.7	22	954	CBS SAT. NEWS-SCHIEFFER						42	153	147	86	81	A	7.1	18	579	1 SUN.						8.30P	2	ABC	SN	B	9.4	19	766	
2 SUN.														CBS SAT. NIGHT MOVIE						30	183		95	A	9.7	20	791	2 SUN.						8.58P	2									
ABC SUNDAY NIGHT MOVIE						36	194	199	97	98	A	15.4	28	1255	1 SAT.						9.00P	120	CBS	FF	B	14.8	27	1206	1 SUN.						9.00P	143	ABC	FF						
1 SUN.														CBS TUESDAY NIGHT MOVIES						26	184		96	A	13.5	24	1100	2 SUN.						9.00P	180									
ABC WORLD NEWS TONIGHT						219	202	198	99	98	A	9.4	21	766	1 TUE.						9.00P	120	CBS	FF	B	13.9	23	1133	ADV-LIL LORD FAUNTILER(S)															
M-F														CBS WEDNESDAY NIGHT MOVIE						10	188		97	A	10.5	19	856	1 SAT.						8.00P	60	CBS	GD	B	11.9	21	970			
1 SAT.														1 WED.						9.00P	120	CBS	FF					2 SUN.						8.00P	30	ABC	N							
ABC WRLD NEWS TONIGHT-SUN						37	152	158	85	85	A	5.0	13	408	CHICAGO STORY						15	166	169	86	91	A	8.2	16	668	1 SUN.						6.30P	30	ABC	N	B	7.8	15	636	
SUN.														FRI.						8.30P	90	NBC	GD					2 SAT.						9.00P	120	CBS	GV							
ADV-LIL LORD FAUNTILER(S)							194		96	A	7.3	17	595	CHIPS						39	207	204	98	98	A	12.2	24	994	1 SAT.						8.00P	60	NBC	OP	B	15.1	25	1231		
1 SAT.														SUN.						8.00P	60	NBC	OP					2 SUN.						9.00P	30	CBS	CS							
ALICE						35	197	197	98	99	A	16.4	30	1337	CIRCUS OF THE STARS(S)								197		99	A	17.0	31	1386	ARCHIE BUNKER'S PLACE						38	196	196	98	99	A	8.1	18	660
SUN.														2 THU.						9.00P	120	CBS	GV					SUN.						8.00P	30	CBS	CS	B	7.3	17	595			
ARCHIE BUNKER'S PLACE														CODE RED						7	183	183	96	94	A				ASTRONAUTS(S)															
SUN.														SUN.						7.00P	60	ABC	GD					1 WED.						8.30P	30	CBS	CS	A	8.3	16	676			
ASTRONAUTS(S)							184		95	A	6.5	12	530	CRONKITE'S UNIVERSE						9	194	185	98	97	A	9.4	19	766	BARBARA WALTERS SUMMER SP(S)															
1 WED.														1 TUE.						8.00P	30	CBS	DO					2 TUE.						10.00P	60	ABC	CC	B	13.4	27	1092			
BARBARA WALTERS SUMMER SP(S)								198	99	A	18.0	32	1467	2 TUE.						8.30P	30						2 TUE.						10.00P	60	ABC	CC								
2 TUE.														DALLAS						35	199	199	99	99	A	21.5	38	1752	2 TUE.						10.00P	60	ABC	CC	B					
2 TUE.														FRI.						9.00P	60	CBS	GD					2 TUE.						10.00P	60	ABC	CC							
2 TUE.														FRI.						9.00P	60	CBS	GD					2 TUE.						10.00P	60	ABC	CC							

SAT.	10.00P	60	ABC	A					B	17.6	33	1434	MR. MERLIN					5	184	188	95	97	A	10.2	21	831	
FATHER MURPHY					4	192	198	92	94	A	9.1	18	742	WED.	8.00P	30	CBS	CS					B	10.0	22	815	
TUE.	8.00P	60	NBC	GD						B	9.1	18	742	NBC MONDAY NIGHT MOVIES					34	198	199	99	99	A	13.7	24	1117
FILTHY RICH					2	197	200	99	99	A	21.7	36	1769	1 MON.	9.00P	120	NBC	FF					B	16.2	26	1320	
MON.	9.30P	30	CBS	CS						B	21.7	36	1769	2 MON.	9.40P	120											
GIMME A BREAK					35		195		98	A	13.8	24	1125	NBC MOVIE OF THE WEEK(S)							183		95	A	8.4	17	685
2 THU.	9.30P	30	NBC	CS						B	16.4	27	1337	2 SAT.	8.00P	120	NBC	FF									
GREATEST AMERICAN HERO					37		200		97	A	10.6	22	864	NBC NEWS CAPSULE-M-F					35	166	170	86	87	A	10.0	19	815
2 WED.	8.00P	60	ABC	A						B	15.0	25	1223	1 M-TH	8.58P	1	NBC	N					B	9.3	18	758	
HAPPY DAYS					41	205	201	99	99	A	13.4	27	1092	1 FRI.	9.01P	1											
TUE.	8.00P	30	ABC	CS						B	18.2	30	1483	2 MON.	9.38P	1											
HARPER VALLEY					7	173		92		A	7.2	16	587	2 TU-TH	8.58P	1											
1 SAT.	8.30P	30	NBC	CS						B	8.2	19	668	2 FRI.	8.59P	1											
HART TO HART					38	199		98		A	16.7	30	1361	NBC NEWS CAPSULE-2-M-F					18	171	174	88	91	A	11.3	21	921
1 TUE.	10.00P	60	ABC	PD						B	20.2	34	1646	1 TU&TH	9.58P	1	NBC	N					B	10.2	19	831	
HERE'S BOOMER					7	170		91		A	6.1	14	497	2 MON.	10.31P	1											
1 SAT.	8.00P	30	NBC	GD						B	7.5	18	611	2 W & F	9.58P	1											
HILL STREET BLUES					38	205	206	98	99	A	14.5	27	1182	NBC NEWS CAPSULE-SAT					7	151	156	85	86	A	6.6	14	538
THU.	10.00P	60	NBC	OP						B	17.8	31	1451	1 SAT.	8.58P	1	NBC	N					B	7.4	16	603	
JEFFERSONS					35	198	197	99	99	A	17.8	31	1451	2 SAT.	9.07P	1											
SUN.	9.30P	30	CBS	CS						B	11.4	34	1744	NBC NEWS CAPSULE-2-SAT.					3	168		89		A	5.7	11	465
KNOTS LANDING					13	189		98		A	10.5	19	856	1 SAT.	9.58P	1	NBC	N					B	6.2	13	505	
1 THU.	10.00P	60	CBS	GD						B	12.5	23	1019	NBC NEWS CAPSULE-SUN					7	177	173	91	92	A	11.2	21	913
LAVERNE & SHIRLEY					15	204	200	99	99	A	14.9	28	1214	SUN.	8.58P	1	NBC	N					B	11.4	22	929	
TUE.	8.30P	30	ABC	CS						B	14.9	27	1214	NBC NEWS CAPSULE-2-SUN.					3		179		92	A	12.6	22	1027
														2 SUN.	10.04P	1	NBC	N					B	11.7	20	954	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																																									
NBC NIGHTLY NEWS-SAT.					39	166	163	86	86	A	6.2	16	505	SIMON & SIMON					5	191		98		A	12.7	23	1035	1 THU.					9.00P	60	CBS	PD	B	13.0	24	1060	
SAT.										B	8.4	17	685	60 MINUTES					44	206	206	99	99	A	17.2	38	1402	SUN.					7.00P	60	CBS	DN	B	23.9	42	1948	
NBC NIGHTLY NEWS-SUN.					35	166	163	86	82	A	6.5	16	530	THREE'S COMPANY					41	207	206	99	99	A	18.7	33	1524	TUE.					9.00P	30	ABC	CS	B	22.0	34	1793	
SUN.										B	7.7	16	628	TODAY'S FBI					10	183		95		A	11.1	25	905	1 SAT.					8.00P	60	ABC	OP	B	9.9	23	807	
NBC NIGHTLY NEWS					217	205	203	99	99	A	9.0	20	734	TOO CLOSE FOR COMFORT					38	204	206	98	99	A	18.9	33	1540	TUE.					9.30P	30	ABC	CS	B	21.6	34	1760	
M-F										B	11.6	22	945	TRAPPER JOHN, M.D.					36	198	196	98	99	A	17.0	31	1386	SUN.					10.00P	60	CBS	GD	B	19.7	34	1606	
NBC REPORTS(S)						183		96		A	6.1	13	497	20/20					38	200	202	99	99	A	13.1	24	1068	THU.					10.00P	60	ABC	DN	B	15.1	26	1231	
1 SAT.										B	15.3	25	1247	TWO OF US					7	188		97		A	9.0	18	734	1 TUE.					8.30P	30	CBS	CS	B	8.5	17	693	
NBC REPORTS-SAT(S)							175		94	A	5.6	11	456	WALT DISNEY					39		176		92	A	8.2	17	668	2 SAT.					8.00P	60	CBS	FV	B	14.0	26	1141	
2 SAT.						196		96		B	14.1	26	1149	WKRP IN CINCINNATI					10	189	190	97	97	A	16.4	30	1337	MON.					8.30P	30	CBS	CS	B	16.3	30	1328	
NBC SUNDAY NIGHT MOVIE					33					A	10.9	21	888	NEWSBREAK-M-F					213	176	178	92	93	A	10.9	21	888	1 MON.					8.28P	1	CBS	N	B	14.1	23	1149	
1 SUN.										B	14.1	23	1149	1 TUE.					1					A	8.9	19	725	1 THU.					8.57P	2			B	12.2	22	994	
1 THU.										A	8.9	19	725	2 MTUHF					1					B	12.2	22	994	2 WED.					9.11P	1			A	8.9	19	725	
2 MTUHF										B	12.2	22	994	2 WED.					1					A	8.9	19	725	NEWSBREAK-SAT.					8.58P	1	CBS	N	B	12.2	22	994	
2 WED.										A	8.9	19	725	SAT.					43	191	170	95	88	A	8.9	19	725	1 SAT.					8.58P	1	CBS	N	B	12.2	22	994	
NEWSBREAK-SAT.					43	191	170	95	88	A	8.9	19	725	NEWSBREAK-SUN.					44	181	182	95	96	A	13.8	26	1125	SUN.					8.58P	1	CBS	N	B	18.2	29	1483	
SAT.										B	18.2	29	1483	NFL PRE SEASON FTBL-ABC(S)							200		98	A	11.2	23	913	1 MON.					12.30A	71	ABC	FF	A	11.2	23	913	
1 SUN.										A	11.2	24	913	2 FRI.					8.30P	201	ABC	SE			A	11.2	24	913	2 MON.					12.47A	71			B	2.9	14	236
NFL PRE-SEASON FTBL-CBS(S)							197		99	A	11.2	24	913	ABC MOVIE OF THE WEEK-2					22	87	148	60	86	A	1.4	11	114	1 MON.					1.41A	29	ABC	FF	B	2.2	15	179	
2 SAT.										A	7.4	15	603	2 MON.					1.58A	15			A	4.1	15	334	2 MON.					1.58A	15			B	4.6	16	375		
NICHOLS AND DYMES(S)						184		95		A	10.8	19	880	ABC NEWS:NIGHTLINE-MON					10	189	187	97	97	A	4.1	15	334	1 MON.					12.00M	30	ABC	N	B	4.6	16	375	
1 SAT.										A	10.8	19	880	2 MON.					12.16A	31			A	6.3	18	513	2 MON.					12.16A	31			B	7.2	20	587		
NURSE(S)							186		98	A	14.0	27	1141	ABC NEWS:NIGHTLINE-T-F					181	187	190	96	97	A	6.3	18	513	1 TUE.					11.30P	30	ABC	N	B	7.2	20	587	
2 TUE.						196	196	98	99	B	18.7	31	1524	2 TU-TH					30					A	3.8	14	310	2 TU-TH					11.30P	30			B	3.8	14	310	
ONE DAY AT A TIME					36					A	6.3	14	513	ABC NEWS:NIGHTLINE-FRI(B)					10		186		94	A	3.8	14	310	2 FRI.					12.27A	32	ABC	N	B	3.8	14	310	
SUN.										B	6.0	14	489	ABC WEEKEND REPORT-SAT.					43	168	167	89	89	A	5.9	13	481	SAT.					11.00P	15	ABC	N	B	6.3	14	513	
ONE OF THE BOYS					3	171	169	89	90	A	6.3	14	513	ABC WEEKEND REPORT-SUN.					44	168	173	90	92	A	4.4	11	359	1 SUN.					11.29P	15	ABC	N	B	4.7	11	383	
FRI.										B	6.0	14	489	2 SUN.					11.00P	15			A	5.8	12	473	2 SUN.					11.00P	15			B	6.5	14	530		
PIECE OF THE ACTION(S)							190		99	A	12.3	23	1002	CBS SUNDAY NEWS-OSGOOD					45	126	126	70	70	A	5.8	12	473	SUN.					11.00P	15	CBS	N	B	6.5	14	530	
2 WED.										B	16.0	28	1304	DAVID LETTERMAN I					107	181	180	94	93	A	3.1	15	253	1 M-TH					12.30A	30	NBC	GV	B	2.9	15	236	
PRIVATE BENJAMIN					10	189		97		A	15.6	31	1271	2 MON.					30					A	5.8	12	473	2 MON.					1.10A	30			B	2.9	15	236	
1 MON.										B	14.1	28	1149	2 TU-TH					30					A	5.8	12	473	2 TU-TH					12.30A								
QUINCY, M.E.					37	200	200	99	99	A	14.8	27	1206											A	5.8	12	473										B	2.9	15	236	
WED.										B	16.0	28	1304											A	5.8	12	473										B	2.9	15	236	
RENEGADES(S)						202		99		A	17.9	33	1459											A	5.8	12	473										B	2.9	15	236	
1 WED.										A	13.7	28	1117											A	5.8	12	473										B	2.9	15	236	
REAL PEOPLE					42	201	202	99	98	B	17.6	29	1434											A	5.8	12	473										B	2.9	15	236	
WED.										B	17.6	29	1434											A	5.8	12	473										B	2.9	15	236	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1982 REPORT

PROGRAM NAME													T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME													T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
LATE FRINGE CONT'D																																											
DAVID LETTERMAN II													107	181	180	94	93	A	2.4	15	196	NBC SPECIAL REPORT(S)														198		98	A	4.9	14	399	
1	M-TH	1.00A	30	NBC	GV					B	2.2	14	179	2 SAT. 11.30P 50 NBC N														198	194	98	97	A	5.3	19	432								
2	MON.	1.40A	30											SATURDAY NIGHT													37				B	7.6	23	619									
2	TU-TH	1.00A	30											1 SAT. 11.30P 74 NBC GV																													
DAVID LETTERMAN-SPECIAL(S)														175		94		A	3.0	14	245	2 SAT. 12.20A 76																					
1	FRI.	12.30A	90	NBC	GV									SCTV NETWORK													36	175		97	A	3.6	18	293									
FANTASY ISLAND-12.00													43	157	157	88	88	A	3.3	14	269	2 FRI. 12.30A 90 NBC GV														205	204	99	99	B	3.3	16	269
	TUE.	12.00M	69	ABC	A					B	3.3	15	269	TONIGHT SHOW													219				A	6.3	20	513									
FRIDAYS													40	167		92		A	3.8	14	310	1 M-F 11.30P 60 NBC GV																	B	6.8	22	554	
1	FRI.	12.00M	71	ABC	GV					B	4.5	16	367	2 MON. 12.10A 60																													
FRIDAYS-PART 2													36	161		92		A	3.7	17	302	2 TU-F 11.30P 60																					
1	FRI.	1.11A	6	ABC	GV					B	3.5	17	285	VEGA\$-12.00													41	151		86	A	2.9	12	236									
LATE MOVIE I													216	167	166	88	88	A	6.5	21	530	2 THU. 12.00M 69 ABC PD														189		97	A	3.0	14	245	
1	MON.	11.30P	71	CBS	FF					B	6.2	21	505	VIEWPOINT(S)																	A	5.3	19	432									
1	TUE.	11.30P	69											1 THU. 11.30P 121 ABC N																													
1	WED.	11.30P	70											WEEKDAY DAYTIME																													
1	THU.	12.00M	72											ABC DAYTIME NEWSBRIEF-M-F													219	176	176	93	93	A	8.4	28	685								
1	FRI.	11.30P	77											M-F 1.57P 2 ABC N																	B	8.6	30	701									
2	M & TH	11.30P	71											ABC NEWS THIS MORNING-645													35	133	135	84	85	A	1.8	21	147								
2	TUE.	11.30P	70											M-F 6.45A 15 ABC N																	B	1.6	18	130									
2	WED.	11.30P	78																																								

2 FRI.	11.30P	76											ALICE-M-F		215	155	154	88	88	A	7.3	31	595										
LATE MOVIE II												216	167	167	88	88	A	4.6	25	375	M-F 10.30A 30 CBS CS					B	5.6	26	456				
1 MON.	12.41A	51	CBS	FF									ALL MY CHILDREN		218	202	202	99	99	A	9.8	32	799										
1 TUE.	12.39A	42											1 M-F	1.00P	60	ABC	DD			B	9.3	32	758										
1 WED.	12.40A	56											2 M-TH	1.00P	60																		
1 THU.	1.12A	46											ANOTHER WORLD		212	201	201	99	99	A	4.8	17	391										
1 FRI.	12.47A	48											M-F	2.00P	60	NBC	DD			B	4.5	16	367										
2 MON.	12.41A	46											AS THE WORLD TURNS		217	202	203	99	99	A	7.6	26	619										
2 TUE.	12.40A	43											1 M-TH	1.30P	60	CBS	DD			B	7.1	25	579										
2 WED.	12.48A	43											1 FRI.	1.30P	32																		
2 THU.	12.41A	53											&	2.20P	10																		
2 FRI.	12.46A	50											2 M-F	1.30P	60																		
LOVE BOAT-12.00												42	159	158	88	87	A	4.0	17	326	CAPITOL				95	195	195	96	96	A	6.0	22	489
1 WED.	12.00M	68	ABC	CS									M-F	2.30P	30	CBS	DD			B	5.3	20	432										
2 WED.	12.00M	69											CAPTAIN KANGAROO				145	86	76	66	62	A	.5	6	41								
NBC LATE NIGHT MOVIE												43	58	55	39	38	A	1.3	5	106	M-F 6.30A 30 CBS C					B	.5	6	41				
1 SUN.	11.30P	55	NBC	FF									CHIPS M-F		79	160	159	87	87	A	4.4	15	359										
2 SUN.	11.30P	95											M-F	3.00P	60	NBC	OP			B	4.0	14	326										
NBC NEWS OVERNIGHT-M-F												35	142	142	87	87	A	1.4	11	114	DAYS OF OUR LIVES				214	204	200	99	98	A	6.2	20	505
1 MON.	1.30A	30	NBC	N									1 M-F	1.00P	60	NBC	DD			B	5.7	20	465										
1 TUE.	1.30A	46											2 M-TH	1.00P	60																		
1 WED.	1.30A	42											2 FRI.	1.48P	12																		
1 THU.	1.30A	40											DIFFERENT	STROKES M-F	85	123	127	79	80	A	5.2	23	424										
1 FRI.	2.00A	30											M-F	10.00A	30	NBC	CS			B	3.5	17	285										
2 MON.	2.10A	30											DOCTORS				95	136	136	68	68	A	1.9	7	155								
2 TUE.	1.30A	30											M-F	12.00N	30	NBC	DD			B	2.1	8	171										
2 WED.	1.30A	32																															
2 THU.	1.30A	44																															

13

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
WEEKEND DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DEAR ALEX & ANNIE-10.56AM						27	196	197	99	99	A	4.2	18	342	1 SUN. 10.30A 30 ABC CL						B		2.2	9	179	2 SUN. 10.30A 35						119		119	80	80	A	1.9	9	155																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
SAT. 10.56A 3 ABC CN										B	5.1	21	416	KIDS ARE PEOPLE TOO II						B		2.6	11	212	1 SUN. 11.00A 30 ABC CL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DEAR ALEX & ANNIE-11.25AM						44	118	119	80	80	A	1.8	8	147	2 SUN. 11.05A 25																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
SUN. 11.25A 4 ABC CN										B	2.7	11	220	KWICKY KOALA SHOW						A		4.0	16	326	SAT. 1.00P 30 CBS CA						153		164	77	85	B	4.6	16	375																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
FACE THE NATION						45	180	177	97	96	A	2.9	13	236	LAVERNE AND SHIRLEY						A		4.4	23	359	SAT. 9.30A 30 ABC CA						195		196	98	99	B	5.6	25	456																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
SUN. 11.30A 30 CBS CC										B	3.3	13	269	MEET THE PRESS						A		3.1	13	253	1 SUN. 12.30P 30 NBC CC						191		147	99	89	B	3.9	14	318																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
FLINTSTONE'S COMEDY SHW2						45	181	181	94	94	A	2.3	26	187	2 SUN. 12.00N 30						B		5.9	22	481	NBC MAJOR LEAGUE PRE GAME						17		196	208	95	99	A	6.6	23	538																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
SAT. 8.00A 30 NBC CA										B	2.8	23	228	1 SAT. 2.00P 17 NBC SC						B		4.8	18	391	2 SAT. 2.00P 20																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
FONZ AND HAPPY DAYS GANG						27	194	195	98	98	A	5.1	22	416	NBC MAJOR LEAGUE BASEBALL						A		6.6	22	538	1 SAT. 2.17P 182 NBC SE						200		208	97	99	B	7.7	25	628																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
SAT. 11.00A 30 ABC CA										B	5.8	24	473	2 SAT. 2.20P 157						A		1.6	15	130	NFL PRE-SEASON FTBL-NBC(S)						2		207		98	A	1.6	16	130																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
GOLDIE GOLD/ACTION JACK						27	192	194	98	99	A	3.2	19	261	POPEYE/OLIVE COMEDY SHOW						35		193	193	97	97	A	1.6	16	130	SAT. 9.00A 30 ABC CA																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

		SAT. 8.26A 3 CBS CN									B	2.7	18	220													
		IN THE NEWS- 8.56AM	46				200	199	99	99	A	1.9	13	155													
		SAT. 8.56A 3 CBS CN									B	3.4	18	277													
		IN THE NEWS- 9.26AM	46				200	199	99	99	A	2.4	14	196													
		SAT. 9.26A 3 CBS CN									B	4.3	20	350													
		IN THE NEWS-9.56AM	45				201	201	99	99	A	5.6	27	456													
		SAT. 9.56A 3 CBS CN									B	6.4	27	522													
		IN THE NEWS-11.56AM	44				188	191	93	95	A	4.5	19	367													
		SAT. 11.56A 3 CBS CN									B	5.5	21	448													
		IN THE NEWS-12.26PM	44				165	175	80	89	A	3.8	15	310													
		SAT. 12.26P 3 CBS CN									B	4.4	16	359													
		IN THE NEWS-12.56PM	42				161	176	81	90	A	4.3	17	350													
		SAT. 12.56P 3 CBS CN									B	5.2	18	424													
		IN THE NEWS- 1.26PM	40				153	164	77	85	A	4.0	15	326													
		SAT. 1.26P 3 CBS CN									B	4.5	15	367													
		IN THE NEWS-10.56AM	46				200	200	98	98	A	6.7	28	546													
		SAT. 10.56A 3 CBS CN									B	7.2	28	587													
		IN THE NEWS-11.26AM	46				200	200	98	98	A	6.3	26	513													
		SAT. 11.26A 3 CBS CN									B	7.2	28	587													
		KID SUPER POWER I	45				195	195	97	97	A	6.0	31	489													
		SAT. 9.30A 30 NBC CA									B	6.1	27	497													
		KID SUPER POWER II	45				195	195	97	97	A	5.8	26	473													
		SAT. 10.00A 30 NBC CA									B	5.8	24	473													
		KIDS ARE PEOPLE TOO I	44				121	118	80	80	A	1.7	8	139													

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)										
WEEKEND DAYTIME CONT'D																																																			
SPORTSWORLD																																																			
1	SUN.	4.08P	82	NBC	SA	178	178	91	91	A	6.3	19	513																																						
2	SUN.	3.35P	85							B	6.2	18	505																																						
SUNDAY MORNING																																																			
	SUN.	9.00A	90	CBS	N	163	160	92	92	A	3.5	21	285																																						
SUPERFRIENDS																																																			
1	SAT.	8.00A	30	ABC	CA	180	183	94	95	A	2.1	24	171																																						
2	SAT.	8.08A	22							B	3.2	24	261																																						
TARZAN/L.RANGER/ZORRO HR1																																																			
	SAT.	8.30A	30	CBS	CA	200	199	99	99	A	1.7	13	139																																						
TARZAN/L.RANGER/ZORRO HR2																																																			
	SAT.	9.00A	30	CBS	CA	200	199	99	99	A	2.0	12	163																																						
										B	3.9	18	318																																						
THIS WEEK-DAVID BRINKLEY																																																			
	SUN.	11.30A	60	ABC	N	183	183	94	94	A	3.5	15	285																																						
30 MINUTES																																																			
	SAT.	1.30P	30	CBS	DN	152	169	79	89	A	3.2	12	261																																						
										B	3.5	12	285																																						
THUNDARR THE BARBARIAN																																																			
	SAT.	8.30A	30	ABC	CA	192	191	98	98	A	2.9	21	236																																						
TOM AND JERRY COMEDY SHOW																																																			
						160	176	80	90	A	4.6	18	375																																						

SAT.	12.30P	30	CBS	CA						B	5.3	19	432
TROLLKINS					33	165	175	80	89	A	3.7	15	302
SAT.	12.00N	30	CBS	CA						B	4.2	15	342
WARWICK GOLF-SAT(S)						174			92	A	3.9	13	318
2 SAT.	4.00P	60	CBS	SE									
WARWICK GOLF-SUN(S)						189			96	A	4.2	12	342
2 SUN.	4.00P	120	CBS	SE									
WRLD CHMP.WOMENS GOLF-SA(S)						172			90	A	3.6	11	293
2 SAT.	5.00P	57	NBC	SE									
WRLD CHMP.WOMENS GOLF-SU(S)						185			95	A	4.3	12	350
2 SUN.	5.00P	60	NBC	SE									

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						9,050 11.1	20,050 24.6										
	ABC TV						BEST OF THE WEST (R)(OP)				ABC MONDAY NIGHT BASEBALL NEW YORK YANKEES VS DETROIT PITTSBURGH VS ST. LOUIS MULTI-SEGMENT TELECAST(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						7,340 9.0	9,940 12.2		10.5*			12.2*			13.2*	12.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 8.8	21 10.3		19 *			21 *			22 *	21 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						14,430 17.7	17,280 21.2		21,430 26.3		22,820 28.0		18,340 22.5				
	CBS TV						PRIVATE BENJAMIN (R)(OP)		WKRP IN CINCINNATI		M*A*S*H (R)		FILTHY RICH		CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)						12,710 15.6	15,240 18.7		18,660 22.9		19,720 24.2		14,430 17.7		17.9*	17.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 14.8	33 16.4		39 18.0		39 19.3		31 22.1		31 *	32 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						14,180 17.4			19,230 23.6								
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES THOU SHALT NOT KILL(R) (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						9,210 11.3	10.1*		12.5*		13.9	12.1*	12.4*	15.5*		15.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 10.0	20 *		22 *		24	20 *	20 *	27 *		29 *	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)								19,890 24.4									
	ABC TV						REAGAN ADDRESS-ABC (8:00-8:43PM) (SUS)				ABC MONDAY NIGHT BASEBALL BALTIMORE VS BOSTON KANSAS CITY VS NEW YORK YANKEES MULTI-SEGMENT TELECAST(OP)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)								10,020 12.3		11.5*		13.6*		13.9*		12.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								22 9.8		20 *		23 *		24 *		23 *	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)								14,590 17.9		16,790 20.6		18,660 22.9		15,490 19.0			
	CBS TV						(1) (SUS)(SUS-OP)		WKRP IN CINCINNATI (R)(OP)		M*A*S*H (R)		FILTHY RICH		LOU GRANT (R)			
	AVERAGE AUDIENCE (Households (000) & %)								11,490 14.1		14,260 17.5		15,650 19.2		11,410 14.0		14.0*	14.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								26 12.4		30 15.8		33 16.7		25 17.9		25 *	26 *
WEEK 6	TOTAL AUDIENCE (Households (000) & %)								14,340 17.6		19,400 23.8							
	NBC TV						(2) (SUS)		(3) (SUS)		LITTLE HOUSE-PRAIRIE (8:40-9:40PM) (R)(OP)(-OP)				NBC MONDAY NIGHT MOVIES LOVING YOU(R) (9:40-11:40PM) (OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)								9,780 12.0		9.2*		12.9*		13.4	10.7*	14.1*	14.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %								21 9.0		17 *		22 *		25	18 *	25 *	27 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	47.7	48.8	47.9	49.7	50.2	51.9	55.2	57.1	58.4	60.3	61.2	61.4	58.4	57.0	55.4	54.8
		WK. 2	47.7	47.5	47.0	48.9	49.8	51.4	53.1	55.1	57.1	58.9	58.4	58.1	56.3	55.0	53.1	52.0

U.S. TV Households: 81,500,000

(1) REAGAN ADDRESS-CBS, CBS, (8:00-8:21PM)(SUS)

(3) DEMOCRATIC RESPONSE, NBC, (8:22-8:40PM)(SUS)

(2) REAGAN ADDRESS-NBC, NBC, (8:00-8:22PM)(SUS)

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,800 15.7		14,590 17.9		17,520 21.5		16,540 20.3		16,870 20.7			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,680 13.1		12,710 15.6		15,400 18.9		14,670 18.0		13,610 16.7		16.7*	16.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 12.1	14.2	31 15.0	16.1	34 18.4	19.4	32 17.7	18.4	30 16.5	30 *	17.1	31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,190 12.5		8,720 10.7		17,030 20.9							
	CBS TV					CRONKITE'S UNIVERSE		TWO OF US (R)(OP)		CBS TUESDAY NIGHT MOVIES THE SOLITARY MAN(R)							
	AVERAGE AUDIENCE (Households (000) & %)					8,310 10.2		7,340 9.0		11,000 13.5	11.6*		13.6*		14.4*		14.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 10.4	10.0	18 8.5	9.4	24 10.9	21 *	24 *	24 *	13.8	26 *	14.1	27 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,430 12.8				9,860 12.1				10,680 13.1			
	NBC TV					FATHER MURPHY (R)(OP)				BRET MAVERICK (R)(OP)				MCCLAIN'S LAW (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,420 9.1	8.7*		9.5*	7,420 9.1	8.8*		9.3*	8,640 10.6	10.4*		10.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 8.7	18 *		19 *	16 8.9	16 *		16 *	19 10.0	18 *	10.6	20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,120 16.1		13,370 16.4		17,360 21.3		18,170 22.3		20,210 24.8			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		BARBARA WALTERS SUMMER SP (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,080 13.6		11,570 14.2		15,080 18.5		16,140 19.8		14,670 18.0	18.6*		17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 12.7	14.5	27 13.7	14.7	33 17.9	19.2	34 19.2	20.3	32 19.0	32 *	17.6	31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							5,870 7.2		14,750 18.1							
	CBS TV					VOICES OF OPPOSITION CBS (SUS)		CRONKITE'S UNIVERSE (OP)		NURSE (R)							
	AVERAGE AUDIENCE (Households (000) & %)							5,130 6.3		8,800 10.8	8.6*		9.9*		12.0*		12.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							12 6.1	6.5	19 8.3	15 *		17 *	11.6	21 *	12.8	23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,600 13.0				11,740 14.4				13,450 16.5			
	NBC TV					FATHER MURPHY (R)(OP)				BRET MAVERICK (R)(SUS-OP)				MCCLAIN'S LAW (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,340 9.0	8.3*		9.6*	8,800 10.8	10.0*		11.7*	10,600 13.0	12.8*		13.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 8.2	17 *		18 *	19 9.6	18 *		20 *	23 12.4	22 *	13.2	24 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.8	46.6	46.2	45.9	46.9	48.8	50.0	52.2	54.4	56.5	56.2	56.9	56.8	55.8	54.2
		WK. 2	47.4	48.1	48.1	49.3	49.1	50.9	52.3	54.4	56.0	57.2	57.5	58.8	57.8	57.3	56.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	23,880 29.3																
	ABC TV	RENEGADES (SUS-OP)(OP)																
	AVERAGE AUDIENCE (Households (000) & %)	14,590 17.9	14.0*		17.4*			19.4*		20.8*		11,250 13.8	13.8*		13.9*			
	SHARE OF AUDIENCE %	33	28 *		33 *			35 *		36 *		25	25 *		26 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	10,110 12.4																
	CBS TV	MR. MERLIN (R)																
	AVERAGE AUDIENCE (Households (000) & %)	7,990 9.8		5,300 6.5		8,560 10.5	7.7*		9.4*		12.3*		12.7*					
	SHARE OF AUDIENCE %	20		12		19	14 *		16 *		22 *		24 *					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	15,890 19.5																
	NBC TV	REAL PEOPLE (R)(OP)																
	AVERAGE AUDIENCE (Households (000) & %)	11,410 14.0	13.1*		14.8*			11,410 14.0		11,000 13.5		13,120 16.1	15.8*		16.3*			
	SHARE OF AUDIENCE %	27	26 *		28 *			26		24		29	28 *		30 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	12,470 15.3																
	ABC TV	GREATEST AMERICAN HERO (R)																
	AVERAGE AUDIENCE (Households (000) & %)	8,640 10.6	9.7*		11.6*			11,650 14.3	12.8*		15.7*	9,450 11.6	11.8*		11.4*			
	SHARE OF AUDIENCE %	22	21 *		23 *			26	24 *		28 *	22	22 *		22 *			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	9,700 11.9																
	CBS TV	MR. MERLIN (R)																
	AVERAGE AUDIENCE (Households (000) & %)	8,560 10.5		10,020 12.3	9.9*			11,650 14.3	12.8*		15.7*	9,450 11.6	11.8*		11.4*			
	SHARE OF AUDIENCE %	23		23	20 *			26	21 *		22 *	22	26 *		26 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	16,790 20.6																
	NBC TV	REAL PEOPLE (R)(OP)																
	AVERAGE AUDIENCE (Households (000) & %)	10,840 13.3	11.4*		15.2*			13,280 16.3		10,510 12.9		11,000 13.5	13.3*		13.8*			
	SHARE OF AUDIENCE %	28	25 *		30 *			30		23		25	25 *		27 *			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	46.9	47.9	47.6	48.0	49.2	50.4	52.2	53.0	54.1	55.5	56.7	57.7	56.1	55.6	54.4	52.8
		WK. 2	46.7	46.8	46.4	45.9	45.0	46.9	49.2	51.3	53.5	55.3	55.6	55.7	54.2	54.0	52.2	51.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						9,050 11.1	9,370 11.5		12,470 15.3				16,380 20.1			
	ABC TV						MORK & MINDY (R)	BOSOM BUDDIES (R)		BARNEY MILLER (R)(OP)						20/20 (R)	
	AVERAGE AUDIENCE (Households (000) & %)						6,930 8.5	8,230 10.1		9,210 11.3	10.6*		12.0*	11,740 14.4	14.1*		14.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 7.9	19 9.2	10.0	20 10.1	19* 10.8		22* 11.7	27 12.3	25* 14.5	14.8	28* 14.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,870 20.7			13,120 16.1				11,000 13.5			
	CBS TV						MAGNUM, P.I. (R)(OP)			S MON & SIMON (R)						KNOTS LANDING (R)	
	AVERAGE AUDIENCE (Households (000) & %)						12,470 15.3	14.5*		10,350 12.7	13.0*		12.5*	8,560 10.5	10.2*		10.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 14.1	30* 15.0	15.8	31* 16.2	24* 12.8		22* 12.7	19 10.2	18* 10.2	10.8	20* 10.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,570 14.2			13,690 16.8		13,280 16.3		16,460 20.2			
	NBC TV						FAME (R)(OP)			DIFF'RENT STROKES (R)		DIFF'RENT STROKES SPEC. (R)(OP)				HILL STREET BLUES (R)	
	AVERAGE AUDIENCE (Households (000) & %)						8,310 10.2	9.8*		11,650 14.3		11,820 14.5		11,980 14.7	14.7*		14.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 10.0	20* 9.7	10.1	20* 10.9	26 13.9	26 14.7	22 14.1	27 15.2	27* 14.2	14.8	28* 14.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,830 23.1							13,450 16.5			
	ABC TV									ABC MOVIE SPECIAL ROOSTER (OP)						20/20 (R)	
	AVERAGE AUDIENCE (Households (000) & %)						10,190 12.5	11.9*		12.8*		12.6*		9,620 11.8	12.1*		11.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 11.8	24* 12.1	13.3	24* 12.4	23* 12.3	23* 12.9	22* 12.8	22 11.9	22* 12.2	11.8	22* 11.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,730 19.3			23,310 28.6							
	CBS TV						MAGNUM, P.I. (R)(OP)									CIRCUS OF THE STARS (R)	
	AVERAGE AUDIENCE (Households (000) & %)						10,600 13.0	11.8*		13,860 17.0	14.7*		16.7*		18.8*		18.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 11.3	24* 12.4	13.5	27* 14.8	31 14.5	27* 14.8	29* 16.2	29* 17.1	34* 18.8	34* 18.9	34* 18.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,040 16.0			12,470 15.3		12,470 15.3		15,490 19.0			
	NBC TV						BORN TO THE WIND-I (OP)			DIFF'RENT STROKES (R)		GIMME A BREAK (R)(SUS-OP)				HILL STREET BLUES (R)	
	AVERAGE AUDIENCE (Households (000) & %)						8,880 10.9	10.7*		10,920 13.4		11,250 13.8		11,570 14.2	13.8*		14.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 10.4	22* 10.9		21* 11.6	24 12.7	24 14.2	24 13.7	26 13.8	25* 13.6	14.3	27* 14.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.6	47.1	46.9	47.6	48.4	49.7	51.5	53.3	54.1	55.6	55.5	55.9	55.7	54.9	53.4
		WK. 2	45.8	47.7	47.4	48.4	47.7	49.7	51.9	53.5	53.9	55.7	56.4	57.4	55.7	55.9	54.2
U.S. TV Households: 81,500,000																	

For explanation of symbols, See page A.

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TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						12,630 15.5								7,420 9.1						
	ABC TV						ABC FRIDAY NIGHT MOVIE AMERICAN HOT WAX (OP)												ABC NEWS CLOSEUP SWORDS, PLOWSHARES & POLITICS		
	AVERAGE AUDIENCE (Households (000) & %)						7,010 8.6	7.9*		8.5*		9.2*		8.9*	4,320 5.3	5.6*	5.1*				
	SHARE OF AUDIENCE %						18	17 *		17 *		18 *		18 *	11	12 *	11 *				
	AVG. AUD. BY ¼ HR.						7.8	8.0	8.2	8.9	8.9	9.6	8.9	8.9	6.2	4.9	4.6	5.5			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						16,630 20.4								14,590 17.9						
	CBS TV						DUKES OF HAZZARD (R)(OP)					DALLAS (R)			FALCON CREST (R)						
	AVERAGE AUDIENCE (Households (000) & %)						11,740 14.4	13.3*		15.5*	10,510 12.9	12.5*		13.4*	10,920 13.4	13.2*	13.5*				
	SHARE OF AUDIENCE %						31	29 *		32 *	26	25 *		26 *	28	27 *	29 *				
	AVG. AUD. BY ¼ HR.						12.9	13.8	15.3	15.7	12.6	12.4	13.3	13.5	12.6	13.8	13.7	13.3			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						7,010 8.6								13,610 16.7						
	NBC TV						ONE OF THE BOYS (R)					CHICAGO STORY (R)(SUS-OP)(OP)			CASSIE AND COMPANY						
	AVERAGE AUDIENCE (Households (000) & %)						5,620 6.9		6,680 8.2	7.0*		8.5*		9.1*	10,680 13.1	13.1*	13.1*				
	SHARE OF AUDIENCE %						15		16	14 *		17 *		18 *	27	27 *	28 *				
	AVG. AUD. BY ¼ HR.						6.6	7.3	6.6	7.3	8.5	8.5	8.8	9.5	12.7	13.4	13.2	13.0			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						10,190 12.5								22,090 27.1						
	ABC TV						BENSON (R)(OP)					NFL PRE SEASON FTBL-ABC CINCINNATI VS GREEN BAY (8:30-11:55PM)(-OP)									
	AVERAGE AUDIENCE (Households (000) & %)						7,910 9.7		9,130 11.2	8.6*		12.0*		11.6*		10.9*	12.4*				
	SHARE OF AUDIENCE %						21		23	18 *		25 *		23 *		22 *	25 *				
	AVG. AUD. BY ¼ HR.						9.5	10.0	8.3	8.9	12.1	12.0	11.7	11.5	11.2	10.5	12.1	12.8			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						15,240 18.7								15,650 19.2						
	CBS TV						DUKES OF HAZZARD (R)(OP)					DALLAS (R)			FALCON CREST (R)						
	AVERAGE AUDIENCE (Households (000) & %)						11,330 13.9	12.3*		15.4*	11,250 13.8	13.1*		14.5*	11,000 13.5	13.5*	13.6*				
	SHARE OF AUDIENCE %						30	27 *		32 *	29	27 *		28 *	27	27 *	28 *				
	AVG. AUD. BY ¼ HR.						11.6	13.0	15.1	15.8	13.0	13.2	14.4	14.6	13.5	13.4	13.3	13.8			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						5,300 6.5								10,760 13.2						
	NBC TV						ONE OF THE BOYS (R)					CHICAGO STORY (R)(OP)			CASSIE AND COMPANY						
	AVERAGE AUDIENCE (Households (000) & %)						4,560 5.6		6,680 8.2	6.5*		8.4*		9.6*	7,990 9.8	9.4*	10.3*				
	SHARE OF AUDIENCE %						12		17	14 *		17 *		19 *	20	19 *	21 *				
	AVG. AUD. BY ¼ HR.						5.8	5.4	6.1	7.0	8.4	8.4	9.2	10.0	9.2	9.5	10.0	10.6			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	43.7	44.6	44.2	45.2	45.0	46.0	48.0	49.5	50.0	50.6	50.6	50.9	49.0	48.1	47.2	46.6			
		WK. 2	40.6	40.8	41.6	43.2	44.6	46.1	47.4	48.6	48.4	49.7	51.0	51.1	50.3	49.8	48.9	47.7			

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,390 15.2						15,650 19.2			15,400 18.9		
		AVERAGE AUDIENCE (Households (000) & %)					9,050 11.1	10.3*		11.9*		11,980 14.7	13.6*		15.8*	12,230 15.0	14.3*	15.8*
		SHARE OF AUDIENCE %					25	24 *		26 *		30	29 *		32 *	31	30. *	33 *
		AVG. AUD. BY ¼ HR.					9.8	10.9	11.6	12.2		12.6	14.6	15.6	16.1	13.8	14.8	15.7
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,370 11.5						13,200 16.2					
		AVERAGE AUDIENCE (Households (000) & %)					5,950 7.3	6.9*		7.7*		7,910 9.7	8.4*		9.1*		10.4*	10.7*
		SHARE OF AUDIENCE %					17	16 *		17 *		20	18 *		18 *		22 *	22 *
		AVG. AUD. BY ¼ HR.					7.0	6.7	7.5	7.9		8.4	8.5	9.2	9.0	10.4	10.4	10.7
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					6,190 7.6		6,680 8.2		8,970 11.0				7,910 9.7			
		AVERAGE AUDIENCE (Households (000) & %)					4,970 6.1		5,870 7.2		6,030 7.4				4,970 6.1			
		SHARE OF AUDIENCE %					14		16		15				13			
		AVG. AUD. BY ¼ HR.					5.8	6.5	6.6	7.7	7.4	7.4	7.1	7.6	6.7	6.2	5.9	5.8
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					22,820 28.0								18,660 22.9			
		AVERAGE AUDIENCE (Households (000) & %)					13,450 16.5	12.2*		14.8*			18.4*		20.7*	14,910 18.3	17.7*	18.9*
		SHARE OF AUDIENCE %					33	26 *		30 *			36 *		40 *	37	36 *	39 *
		AVG. AUD. BY ¼ HR.					10.9	13.5	14.5	15.1	17.4	19.3	20.7	20.7	17.6	17.8	18.9	18.9
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					10,190 12.5						21,110 25.9					
		AVERAGE AUDIENCE (Households (000) & %)					6,680 8.2	7.2*		9.2*		9,130 11.2	10.2*		10.6*		12.2*	11.0*
		SHARE OF AUDIENCE %					17	16 *		19 *		24	20 *		20 *		24 *	22 *
		AVG. AUD. BY ¼ HR.					7.1	7.3	8.6	9.8	10.4	10.0	10.2	11.0	12.6	11.7	10.8	11.2
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					12,710 15.6								7,340 9.0			
		AVERAGE AUDIENCE (Households (000) & %)					6,850 8.4	7.5*		8.1*		9.2*			8.8*		5.6*	5.6*
		SHARE OF AUDIENCE %					17	16 *		17 *		18 *			17 *		11 *	12 *
		AVG. AUD. BY ¼ HR.					7.7	7.3	7.9	8.4	9.2	9.2	9.0	8.5	5.5	5.6	5.4	5.7
TV HOUSEHOLDS USING TV			WK. 1	37.4	38.7	39.4	39.8	41.4	43.1	44.9	45.7	46.7	47.9	48.7	49.6	48.5	48.1	47.9
(See Def. 1)			WK. 2	41.9	42.2	42.2	44.1	45.9	47.5	48.4	49.5	50.9	51.4	51.9	52.7	50.0	49.7	48.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,160 5.1																
	ABC TV	ABC WEEKEND REPORT-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,160 5.1																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 12 5.1																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,390 10.3																
	NBC TV	SATURDAY NIGHT (11:30-12:44AM) (SUSTAINING 12:44-1:00AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,890 6.0																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 19 6.8																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,790 7.1																
	ABC TV	ABC WEEKEND REPORT-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,460 6.7																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 15 6.7																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV	NFL PRE-SEASON FTBL-CBS DALLAS VS SAN DIEGO (9:20-12:20)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 10.8* 23 *																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 10.6 11.0																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,680 8.2																
	NBC TV	NBC SPECIAL REPORT (11:30-12:20AM) (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,990 4.9																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 14 5.6																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.0	41.6	36.1	34.5	32.1	30.4	27.5	24.8	22.4	19.7	16.8	15.1	13.9	12.6	10.8	9.8
		WK. 2	45.2	43.3	38.7	35.4	33.1	30.7	28.3	25.9	23.5	20.5	17.9	16.0	14.5	12.4	11.1	10.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,780 12.0				11,490 14.1				21,030 25.8							
	ABC TV		CODE RED (R)				BIG EASY SPECIAL (OP)				ABC SUNDAY NIGHT MOVIE FORCE 10 FROM NAVARONE(R) (9:00-11:23PM) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	6,930 8.5				8,310 10.2				12,800 15.7							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	19 7.9	8.0* 8.1		9.0* 8.4	21 9.6	20* 9.8	21* 10.3	10.6* 11.0	29 12.9	25* 13.7		15.0* 15.2	29* 15.4	31* 16.5	31* 16.7	16.8* 16.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,850 21.9				13,040 16.0		12,880 15.8		14,100 17.3		15,080 18.5		16,220 19.9			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE (R)	ONE DAY AT A TIME (R)(OP)			ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{	13,940 17.1	16.5*		17.7* 13.9	11,330 13.9		11,330 13.9		12,390 15.2		13,370 16.4		13,280 16.3	15.9* 30		16.6* 31*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	38 15.5	38* 17.5	17.8	38* 17.5	29 13.8	27 14.0	27 13.2	29 14.5	29 14.7	29 15.8	29 16.1	29 16.8	30 15.7	29* 16.1	31* 16.5	31* 16.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,170 8.8				14,020 17.2				17,440 21.4							
	NBC TV		ELECTRIC GRANDMOTHER (R)				CHIPS (R)(OP)				NBC SUNDAY NIGHT MOVIE THE 25TH MAN(R) HARDCASE(R) (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,890 6.0	5.7*		6.4* 12.5	10,190 12.5	11.1* 25	13.9* 27*		11,490 14.1	13.8* 26*		15.0* 27*		14.2* 26*		13.2* 25*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	13 5.5	13* 5.9	6.1	14* 6.7	25 10.3	23* 11.9	27* 13.6	14.2	26 13.1	26* 14.4		27* 15.1		26* 14.9	25* 14.5	25* 13.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,050 11.1				22,980 28.2											
	ABC TV		CODE RED (R)				ABC SUNDAY NIGHT MOVIE AIRPORT '77(R) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	6,280 7.7	6.8*		8.6* 15.2	12,390 15.2	12.2* 28	13.2* 25*			15.5* 27*		16.2* 27*		17.1* 30*		17.2* 31*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	17 6.2	15* 7.5	8.3	18* 9.0	28 12.0	25* 12.3	25* 13.2	25* 13.1		27* 15.5	27* 15.5	27* 16.0	30* 16.4	31* 17.1	31* 17.1	31* 17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	19,890 24.4				13,450 16.5		12,800 15.7		16,140 19.8		17,120 21.0		18,420 22.6			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE (R)	ONE DAY AT A TIME (R)(OP)			ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{	14,100 17.3	16.2*		18.4* 13.5	11,000 13.5		11,410 14.0		14,260 17.5		15,650 19.2		14,430 17.7	17.9* 31		17.5* 32*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	38 15.3	37* 17.2	18.1	39* 18.6	27 13.6	26 13.5	26 13.2	26 14.7	31 16.5	31 18.5	32 18.9	32 19.4	31 17.7	31* 18.1	32* 17.8	32* 17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,910 9.7				12,960 15.9				18,580 22.8							
	NBC TV		BORN TO THE WIND-2				CHIPS (R)(OP)				MAGIC WITH THE STARS (R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,050 6.2	6.2*		6.3* 11.9	9,700 11.9	10.8* 23	13.1* 25*		10,840 13.3	12.4* 22*		13.3* 23*		14.0* 24*		13.5* 24*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	14 6.2	14* 6.1	5.9	13* 6.7	23 9.8	22* 11.7	25* 12.9	25* 13.2	23 12.0	22* 12.8		23* 13.3		24* 14.0	24* 14.1	24* 13.4
TV HOUSEHOLDS USING TV WK. 1			42.4	44.5	45.7	46.3	46.9	48.7	49.9	52.0	52.4	54.2	55.4	55.9	54.1	54.1	53.5	53.8
(See Def. 1) WK. 2			43.3	45.1	46.2	47.4	48.1	50.3	51.9	54.2	55.9	57.8	58.9	59.4	57.8	57.3	56.0	55.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,420 4.2															
	ABC TV	{	(1) (-OP)	(2) (OP)														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,420 4.2															
	SHARE OF AUDIENCE %	{	12															
	AVG. AUD. BY ¼ HR. %	{	17.9	5.2	4.2													
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,730 5.8															
	CBS TV	{	CBS SUNDAY NEWS- OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,560 5.6															
	SHARE OF AUDIENCE %	{	11															
	AVG. AUD. BY ¼ HR. %	{	5.6															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,450 3.0															
	NBC TV	{	NBC LATE NIGHT MOVIE THE LAST REMAKE OF BEAU GESTE(R) (11:30-12:24AM) (SUSTAINING 12:24-1:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{	1,470															
	SHARE OF AUDIENCE %	{	1.8	1.9*	1.7*													
	AVG. AUD. BY ¼ HR. %	{	6	6 *	6 *													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,990 4.9															
	ABC TV	{	ABC WEEKEND REPORT- SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,670 4.5															
	SHARE OF AUDIENCE %	{	10															
	AVG. AUD. BY ¼ HR. %	{	4.5															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,050 6.2															
	CBS TV	{	CBS SUNDAY NEWS- OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,890 6.0															
	SHARE OF AUDIENCE %	{	13															
	AVG. AUD. BY ¼ HR. %	{	6.0															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,710 2.1															
	NBC TV	{	NBC LATE NIGHT MOVIE THE FALL OF THE HOUSE OF USHER (11:30-1:05AM) (SUSTAINING 1:05-1:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{	820															
	SHARE OF AUDIENCE %	{	1.0	1.2*	1.1*		.7*											
	AVG. AUD. BY ¼ HR. %	{	4	4 *	4 *		.5											
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.7	46.0	35.8	31.3	27.4	25.4	22.9	20.4	17.5	15.1	12.7	11.4	9.7	8.3	7.1	6.1
		WK. 2	47.2	40.7	33.1	29.5	26.2	23.4	20.9	18.3	17.0	15.5	12.7	11.2	10.0	8.9	7.5	6.5

U.S. TV Households: 81,500,000

(1)ABC SUNDAY NIGHT MOVIE, FORCE 10 FROM NAVARONE, ABC, (9:00-11:23PM)(SUSTAINING 11:23-11:29PM)

A-19(2)ABC WEEKEND REPORT-SUN., ABC, (11:29-11:44PM)

For explanation of symbols, See page A.

EVE.SUN. AUG.22, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	5,050 6.2				5,460 6.7												
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												
	AVERAGE AUDIENCE (Households (000) & %)	3,990 4.9				4,480 5.5												
	SHARE OF AUDIENCE %	33				27												
WEEK 2	AVG. AUD. BY ¼ HR. %	4.9 5.0				5.5 5.5												
	TOTAL AUDIENCE (Households (000) & %)	2,280 2.8				3,180 3.9				4,560 5.6				6,280 7.7				
	CBS TV	MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)				MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)				ONE DAY AT A TIME-M-F				ALICE-M-F				
	AVERAGE AUDIENCE (Households (000) & %)	1,790 2.2				2,450 3.0				3,670 4.5				5,380 6.6				
WEEK 3	SHARE OF AUDIENCE %	15				15				20				28				
	AVG. AUD. BY ¼ HR. %	2.2 2.3				2.8 3.1				4.2 4.8				6.4 6.7				
	TOTAL AUDIENCE (Households (000) & %)	3,670 4.5				3,990 4.9				4,890 6.0				4,650 5.7				
	NBC TV	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				DIFF'RENT STROKES M-F				WHEEL OF FORTUNE				
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	2,930 3.6				3,340 4.1				4,080 5.0				3,830 4.7				
	SHARE OF AUDIENCE %	24				20				23				20				
	AVG. AUD. BY ¼ HR. %	3.4 3.8				4.0 4.1				4.6 5.3				4.6 4.8				
	WEEK 5	TOTAL AUDIENCE (Households (000) & %)	4,320 5.3				4,400 5.4				(SUS-OP)							
ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												
AVERAGE AUDIENCE (Households (000) & %)		3,500 4.3				3,500 4.3												
SHARE OF AUDIENCE %		29				22												
WEEK 6	AVG. AUD. BY ¼ HR. %	4.3 4.2				4.5 4.1												
	TOTAL AUDIENCE (Households (000) & %)	2,690 3.3				2,930 3.6				4,560 5.6				7,740 9.5				
	CBS TV	MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)				MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)				ONE DAY AT A TIME-M-F				ALICE-M-F				
	AVERAGE AUDIENCE (Households (000) & %)	2,280 2.8				2,450 3.0				3,830 4.7				6,600 8.1				
WEEK 7	SHARE OF AUDIENCE %	19				15				21				33				
	AVG. AUD. BY ¼ HR. %	2.6 2.9				2.9 3.2				4.2 5.1				7.7 8.5				
	TOTAL AUDIENCE (Households (000) & %)	3,260 4.0				3,830 4.7				5,300 6.5				4,730 5.8				
	NBC TV	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				DIFF'RENT STROKES M-F (SUS-OP)				WHEEL OF FORTUNE				
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)	2,690 3.3				3,180 3.9				4,480 5.5				3,990 4.9				
	SHARE OF AUDIENCE %	22				20				25				20				
	AVG. AUD. BY ¼ HR. %	3.3 3.4				3.9 3.9				5.2 5.8				4.8 5.0				
	TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	8.6	9.9	11.9	13.5	14.7	16.3	17.7	18.8	20.0	21.1	21.8	22.7	22.1	22.9	23.7
		WK. 2	8.2	9.6	11.6	13.0	14.7	16.5	17.8	18.6	19.6	20.8	21.4	22.3	22.4	23.7	24.5	25.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,970 11.0				{ 7,090 8.7		{ 6,760 8.3		{ 10,510 12.9				{ 8,560 10.5			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD (SUS-OP)		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)(SUS-OP)				ONE LIFE TO LIVE >(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,760 8.3		{ 7.7*		{ 6,110 7.5		{ 5,710 7.0		{ 8,070 9.9		{ 9.4*		{ 6,850 8.4		{ 8.5*	
	SHARE OF AUDIENCE %	33		32 *		35 *		28		25		31 *		29		29 *	
	AVG. AUD. BY ¼ HR. %	7.2		8.2		9.0		8.9		7.2		7.7		6.8		7.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,600 8.1		{ 7,820 9.6				{ 8,310 10.2		{ 7,420 9.1				{ 5,380 6.6			
	CBS TV	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS >(SUS-OP)				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,710 7.0		{ 6,600 8.1		{ 6,190 7.6		{ 7.4*		{ 5,790 7.1		{ 6.9*		{ 4,810 5.9		{ 7.4*	
	SHARE OF AUDIENCE %	29		32		27		27 *		28 *		24		23 *		25 *	
	AVG. AUD. BY ¼ HR. %	6.8		7.3		7.9		8.4		7.8		7.9		6.8		7.4	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,180 3.9				{ 1,960 2.4		{ 3,020 3.7		{ 6,680 8.2		{ 5,710 7.0					
	NBC TV	TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,280 2.8		{ 2.8*		{ 1,630 2.0		{ 2,530 3.1		{ 5,130 6.3		{ 6.1*		{ 4,160 5.1		{ 5.3*	
	SHARE OF AUDIENCE %	11		12 *		11 *		7		11		20 *		18		18 *	
	AVG. AUD. BY ¼ HR. %	2.9		2.7		2.7		2.7		2.0		1.9		2.9		3.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,800 10.8				{ 6,520 8.0		{ 6,190 7.6		{ 10,270 12.6		{ 8,720 10.7					
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (M-TH)(OP)(SUS-OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,440 7.9		{ 7.3*		{ 5,710 7.0		{ 5,220 6.4		{ 7,910 9.7		{ 9.1*		{ 6,520 8.0		{ 7.9*	
	SHARE OF AUDIENCE %	31		30 *		33 *		26		24		32		30 *		34 *	
	AVG. AUD. BY ¼ HR. %	6.8		7.9		8.4		8.5		6.8		7.2		6.5		6.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,990 9.8		{ 8,480 10.4				{ 9,370 11.5		{ 8,390 10.3				{ 5,710 7.0			
	CBS TV	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,760 8.3		{ 7,420 9.1		{ 6,760 8.3		{ 8.2*		{ 6,600 8.1		{ 7.9*		{ 5,050 6.2		{ 8.3*	
	SHARE OF AUDIENCE %	34		35		31		31 *		31 *		28		27 *		29 *	
	AVG. AUD. BY ¼ HR. %	8.0		8.5		8.9		9.1		8.1		8.3		8.4		8.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,180 3.9				{ 1,710 2.1		{ 2,850 3.5		{ 6,110 7.5		{ 5,220 6.4					
	NBC TV	TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES (SUS-OP)				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,120 2.6		{ 2.6*		{ 1,470 1.8		{ 2,360 2.9		{ 4,890 6.0		{ 3,670 4.5		{ 4.5*		{ 4.4*	
	SHARE OF AUDIENCE %	10		11 *		10 *		7		11		20		16 *		16 *	
	AVG. AUD. BY ¼ HR. %	2.7		2.5		2.6		2.7		1.8		1.8		2.7		3.0	
TV HOUSEHOLDS USING TV WK. 1		24.3	25.0	25.7	26.3	26.7	28.3	27.7	28.7	29.8	30.6	30.4	29.8	28.5	28.6	28.1	28.4
(See Def. 1) WK. 2		24.2	25.0	25.7	26.6	27.1	27.7	26.7	27.5	29.1	29.9	29.5	29.7	28.8	28.8	27.7	27.8

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,020 12.3				4,240 5.2										9,290 11.4	
	ABC TV		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,990 9.8				3,750 4.6										7,910 9.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	33 9.4	33 * 9.8		10.0 * 9.8	16 4.7		4.5								22 9.7	9.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,740 9.5				3,420 4.2										10,510 12.9	
	CBS TV		GUIDING LIGHT (OP)				TATTLTALES										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,190 7.6	7.4 *		7.8 *	2,930 3.6										9,290 11.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	26 7.2	25 * 7.5		26 * 7.7	12 3.5		3.7								25 11.4	11.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,300 6.5														8,720 10.7	
	NBC TV		CHIPS M-F														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,750 4.6	4.5 *		4.8 *											7,420 9.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	16 4.4	15 * 4.5		16 * 4.8											20 9.0	9.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,620 11.8				3,750 4.6										8,640 10.6	
	ABC TV		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT										(SUS-OP) - ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,580 9.3				3,340 4.1										7,420 9.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	32 9.0	32 * 9.2		32 * 9.5	14 4.2		4.1								20 9.1	9.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,580 9.3				3,340 4.1										10,680 13.1	
	CBS TV		GUIDING LIGHT (OP)				TATTLTALES										(SUS-OP) - CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,280 7.7	7.6 *		7.7 *	2,850 3.5										9,540 11.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	27 7.5	27 * 7.8		26 * 7.6	12 3.5		3.6								26 11.6	11.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,730 5.8														8,310 10.2	
	NBC TV		CHIPS M-F														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,420 4.2	3.8 *		4.7 *											7,250 8.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	15 3.6	13 * 4.0		16 * 4.8											20 8.7	9.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.7	29.2	29.9	30.5	29.4	30.8	31.5	32.7	34.0	35.5	36.1	38.1	40.8	43.2	44.6	45.3
		WK. 2	27.8	28.3	28.9	29.6	28.5	30.1	31.5	32.6	33.8	35.8	37.1	40.0	42.9	44.8	45.1	45.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						2,770 3.4	3,420 4.2		3,260 4.0		4,400 5.4		4,970 6.1		5,050 6.2		
	ABC TV						SUPERFRIENDS (OP)	THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						1,960 2.4	2,770 3.4		2,610 3.2		3,500 4.3		3,910 4.8		4,320 5.3		
	SHARE OF AUDIENCE %						27	23		19		23		24		25		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						2,120 2.6	4,890 6.0		7,340 9.0		5,950 7.3		5,710 7.0		5,790 7.1		
	NBC TV						FLINTSTONE'S COMEDY SHW2 (OP)	SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS		
	AVERAGE AUDIENCE (Households (000) & %)						1,630 2.0	3,910 4.8		6,360 7.8		5,050 6.2		4,890 6.0		5,050 6.2		
	SHARE OF AUDIENCE %						24	42		48		31		26		26		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						1,550 1.9	2,530 3.1		3,100 3.8		4,650 5.7		4,730 5.8		4,970 6.1		
	ABC TV						(1) (OP)(SUS-OP)	THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						1,390 1.7	1,960 2.4		2,530 3.1		3,670 4.5		3,910 4.8		4,400 5.4		
	SHARE OF AUDIENCE %						20	18		17		22		23		24		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)						1,470 1.8	1,470 1.8		2,200 2.7		5,220 6.4		7,170 8.8		7,340 9.0		
	CBS TV						POPEYE/OLIVE COMEDY SHOW (OP)	TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						980 1.2	1,220 1.5		1,790 2.2		3,990 4.9		5,540 6.8		6,030 7.4		
	SHARE OF AUDIENCE %						13	12		13		24		30		31		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						2,120 2.6	4,890 6.0		7,340 9.0		5,950 7.3		5,710 7.0		5,790 7.1		
	NBC TV						FLINTSTONE'S COMEDY SHW2 (OP)	SMURFS I		SMURFS II (OP)		KID SUPER POWER I		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS		
	AVERAGE AUDIENCE (Households (000) & %)						1,630 2.0	3,910 4.8		6,360 7.8		5,050 6.2		4,890 6.0		5,050 6.2		
	SHARE OF AUDIENCE %						24	42		48		31		26		26		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.3	5.9	6.5	7.4	9.2	10.9	12.9	15.3	16.0	16.5	17.5	19.6	20.6	21.7	22.9	23.0
		WK. 2	5.1	5.9	6.9	7.8	8.7	9.9	11.3	13.8	16.7	18.5	19.5	21.6	22.7	23.1	24.0	24.2

U.S. TV Households: 81,500,000
(1) SUPERFRIENDS, ABC, (8:08-8:30AM)

For explanation of symbols, See page A.

DAY SAT. AUG. 21, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,560 5.6	4,400 5.4		4,160 5.1		5,950 7.3										
	ABC TV		FONZ AND HAPPY DAYS GANG	HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS		AMERICAN BANDSTAND '82										
	AVERAGE AUDIENCE (Households (000) & %)	{	3,990 4.9	3,910 4.8		3,340 4.1		3,420 4.2	3.9*			4.6*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 4.7	22 5.1	22 4.8	17 4.1	17 4.1	16* 4.0	18* 4.6									
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,710 7.0	4,810 5.9		3,420 4.2		3,910 4.8		3,590 4.4		2,530 3.1						
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)	BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{	4,730 5.8	3,670 4.5		3,020 3.7		3,100 3.8		2,850 3.5		2,200 2.7						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 6.0	20 5.6	20 4.5	15 3.6	15 3.7	14 3.9	10 3.6	10 2.6								
1	TOTAL AUDIENCE (Households (000) & %)	{	4,080 5.0	4,160 5.1		3,910 4.8		2,610 3.2				5,050 6.2	11,650 14.3					
	NBC TV		SPACE STARS I (OP)	SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		SPORT BILLY				(1) (-OP)	NBC MAJOR LEAGUE BASEBALL BALTIMORE VS BOSTON (2:17-5:19PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,420 4.2	3,260 4.0		3,100 3.8		2,200 2.7				4,650 5.7	4,890 6.0			6.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 4.3	17 4.1	16 4.0	11 3.8	11 3.8	11 2.5	11 2.8			22 5.7	20 5.7			25* 6.6	7.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,050 6.2	5,790 7.1		4,400 5.4		6,110 7.5										
	ABC TV		FONZ AND HAPPY DAYS GANG	HEATHCLIFF & MARMADUKE (SUS-OP)		ABC WEEKEND SPECIALS		AMERICAN BANDSTAND '82										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,320 5.3	4,480 5.5		3,420 4.2		3,750 4.6	4.1*			5.2*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 4.8	23 5.7	23 5.5	16 3.8	16 4.5	18 3.9	16* 4.3	20* 5.1		20* 5.2						
K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,930 8.5	5,790 7.1		3,750 4.6		5,460 6.7		4,560 5.6		3,500 4.3						
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)	BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{	5,790 7.1	4,560 5.6		3,020 3.7		4,320 5.3		3,590 4.4		2,930 3.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 7.4	23 6.9	23 5.7	14 3.6	14 3.7	20 5.2	20* 5.5	17 4.6	14 4.3	14 3.6	14 3.6					
2	TOTAL AUDIENCE (Households (000) & %)	{	4,560 5.6	4,810 5.9		5,460 6.7		3,830 4.7				5,300 6.5	12,390 15.2					
	NBC TV		SPACE STARS I (OP)	SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		SPORT BILLY				(2) (-OP)	(3) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,830 4.7	3,670 4.5		4,320 5.3		3,020 3.7				4,890 6.0	6,030 7.4			7.1*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 4.7	19 4.6	21 4.5	14 5.5	14 5.2	14 3.9	14 3.5			23 5.9	26 6.5		6.9	26* 7.3		
TV HOUSEHOLDS USING TV		WK. 1	22.5	22.7	22.8	23.3	23.6	24.4	24.8	25.1	25.6	26.4	26.1	27.0	27.5	28.5	28.4	29.0
(See Def. 1)		WK. 2	23.5	25.0	24.7	24.4	25.5	26.3	26.2	26.0	25.9	26.3	26.2	27.1	27.1	26.9	26.6	27.1

U.S. TV Households: 81,500,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:20PM)

(3) NBC MAJOR LEAGUE BASEBALL, MONTREAL VS HOUSTON & SAN DIEGO VS CHICAGO CUBS, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. AUG. 21, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK. 1	28.3	28.7	29.4	30.2	30.4	29.7	30.1	31.3	31.5	32.6	32.3	32.8	35.1	36.9	37.8
(See Def. 1)		WK. 2	27.3	28.9	29.8	30.5	30.8	30.9	31.6	32.6	32.5	33.2	33.7	34.8	37.8	39.7	41.2
U.S. TV Households: 81,500,000																	

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
W	TOTAL AUDIENCE (Households (000) & %)																	2,040 2.5			
	ABC TV																	KIDS ARE PEOPLE TOO I			
	AVERAGE AUDIENCE (Households (000) & %)																	1,470			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	1.8 9 1.6 2.0			
E	TOTAL AUDIENCE (Households (000) & %)																	5,710 7.0			
	CBS TV																	MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)	DRAK PACK (SUS)(SUS-OP)	SUNDAY MORNING	FOR OUR TIMES (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																	2,690			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	3.3 3.1* 3.5* 3.4*			
K	TOTAL AUDIENCE (Households (000) & %)																	21 22* 22* 19*			
	AVERAGE AUDIENCE (Households (000) & %)																	3.0 3.3 3.6 3.4 3.6 3.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																				
	TOTAL AUDIENCE (Households (000) & %)																				
1	TOTAL AUDIENCE (Households (000) & %)																				
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																				
W	TOTAL AUDIENCE (Households (000) & %)																	1,710 2.1			
	ABC TV																	KIDS ARE PEOPLE TOO I (10:30-11:05AM) (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)																	1,300			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	1.6 1.6* 7 7* 1.5 1.7			
E	TOTAL AUDIENCE (Households (000) & %)																	6,030 7.4			
	CBS TV																	MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)	DRAK PACK (SUS)(SUS-OP)	SUNDAY MORNING	FOR OUR TIMES (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																	2,930			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	3.6 2.6* 4.0* 4.1*			
K	TOTAL AUDIENCE (Households (000) & %)																	20 17* 21* 20*			
	AVERAGE AUDIENCE (Households (000) & %)																	2.3 3.0 3.8 4.2 4.1 4.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																				
	TOTAL AUDIENCE (Households (000) & %)																				
2	TOTAL AUDIENCE (Households (000) & %)																				
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																				
TV HOUSEHOLDS USING TV			WK. 1	4.4	5.1	6.1	6.7	7.9	9.7	11.3	12.8	14.5	15.6	15.8	16.5	17.7	18.8	19.8	21.0		
(See Def. 1)			WK. 2	4.9	5.5	6.2	7.3	9.0	10.6	12.3	13.9	15.4	18.5	19.4	20.3	21.3	21.5	22.0	22.1		

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,120 2.6		{ 4,320 5.3														
	ABC TV	KIDS ARE PEOPLE TOO II (OP) ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,710 2.1		{ 2,850 3.5		{ 3.2* 15 *		{ 3.8* 17 *										
	SHARE OF AUDIENCE %	{ 10		{ 16		{ 3.2* 15 *		{ 3.8* 17 *										
	AVG. AUD. BY ¼ HR. %	{ 2.2		{ 2.1		{ 2.8		{ 3.5		{ 3.7		{ 3.9						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,020 3.7																
	CBS TV	FACE THE NATION																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,450 3.0																
	SHARE OF AUDIENCE %	{ 14																
	AVG. AUD. BY ¼ HR. %	{ 3.0		{ 2.9														
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,750 4.6		{ 6,520 8.0														
	NBC TV	MEET THE PRESS ← HARTFORD OPEN GOLF-SUN. (2:00-4:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,930 3.6		{ 3,340 4.1		{ 3.6* 13		{ 3.7* 12 *		{ 3.6		{ 3.9						
	SHARE OF AUDIENCE %	{ 15		{ 12 *		{ 12 *		{ 12 *		{ 3.6		{ 3.9						
	AVG. AUD. BY ¼ HR. %	{ 3.6		{ 3.6														
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 1,710 2.1		{ 4,560 5.6														
	ABC TV	KIDS ARE PEOPLE TOO II (11:05-11:30AM) (OP) ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,390 1.7		{ 2,850 3.5		{ 3.5* 14 *		{ 3.6* 14 *										
	SHARE OF AUDIENCE %	{ 7		{ 14		{ 3.5* 14 *		{ 3.6* 14 *										
	AVG. AUD. BY ¼ HR. %	{ 1.5		{ 1.7		{ 3.4		{ 3.6		{ 3.7		{ 3.4						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,610 3.2		{ 6,190 7.6														
	CBS TV	FACE THE NATION ← ATP PRO TENNIS CHAMP (2:00-4:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,280 2.8		{ 2,930 3.6		{ 3.8* 12 *		{ 3.5* 11 *		{ 3.6		{ 3.5						
	SHARE OF AUDIENCE %	{ 11		{ 12 *		{ 12 *		{ 12 *		{ 3.6		{ 3.5						
	AVG. AUD. BY ¼ HR. %	{ 2.7		{ 2.8														
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,530 3.1		{ 15,810 19.4														
	NBC TV	MEET THE PRESS ← NFL PRE-SEASON FTBL-NBC NEW YORK JETS VS HOUSTON (12:30-3:35PM)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,040 2.5		{ 6,280 7.7		{ 5.2* 25		{ 7.5* 27 *		{ 8.9* 29 *		{ 8.0* 24 *		{ 8.0* 24 *		{ 8.1		
	SHARE OF AUDIENCE %	{ 10		{ 25		{ 20 *		{ 27 *		{ 29 *		{ 24 *		{ 24 *		{ 8.1		
	AVG. AUD. BY ¼ HR. %	{ 2.3		{ 2.7		{ 4.8		{ 5.6		{ 7.1		{ 7.8		{ 9.0		{ 8.8		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	20.7	21.6	21.8	21.9	22.5	23.4	24.6	25.5	25.9	26.8	28.2	29.1	29.0	30.0	29.9	31.1
		WK. 2	22.2	23.7	24.9	26.0	26.0	25.8	26.1	26.5	27.8	29.4	31.1	32.2	33.4	33.8	34.0	34.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. AUG. 22, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{											3,990 4.9				4,810 5.9		
	ABC TV												SPORTSBEAT				ABC WRLD NEWS TONIGHT-SUN		
	AVERAGE AUDIENCE (Households (000) & %)	{											2,850 3.5				3,910 4.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	% %											11 3.6	3.5			13 4.6	5.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					10,020 12.3										7,170 8.8		
	CBS TV																CBS EVENING NEWS- DEAN		
	AVERAGE AUDIENCE (Households (000) & %)	{					4,890 6.0	4.9*			5.7*		7.5*				5,710 7.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	% %					19 5.1	16 *			18 *		23 *				19 6.3	7.8	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{					8,390 10.3										6,360 7.8		
	NBC TV																NBC NIGHTLY NEWS- SUN.		
	AVERAGE AUDIENCE (Households (000) & %)	{					4,480 5.5	5.0*		5.8*		5.5*					5,050 6.2		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	% %					17 4.2	16 *		18 *		18 *					16 6.1	6.3	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{											5,540 6.8				5,130 6.3		
	ABC TV												SPORTSBEAT				ABC WRLD NEWS TONIGHT-SUN		
	AVERAGE AUDIENCE (Households (000) & %)	{											3,990 4.9				4,160 5.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	% %											14 5.6	4.1			13 5.1	5.1	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{					7,740 9.5										6,680 8.2		
	CBS TV																CBS EVENING NEWS- DEAN		
	AVERAGE AUDIENCE (Households (000) & %)	{					3,420 4.2	3.7*		4.1*		4.4*		4.5*			5,540 6.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	% %					12 3.6	11 *		11 *		12 *		12 *			17 6.3	7.3	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{					9,050 11.1						5,710 7.0				6,600 8.1		
	NBC TV																NBC NIGHTLY NEWS- SUN.		
	AVERAGE AUDIENCE (Households (000) & %)	{					5,710 7.0	6.4*		7.3*		7.2*		4.5*			5,540 6.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	% %					24 * 8.4	20 8.4	18 * 6.0	21 * 6.7	7.2	20 * 7.4	11 * 7.8	12 * 6.5	12 * 4.5	12 * 3.8	17 4.2	7.0 4.9	6.7
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	32.4	33.8	33.3	33.2	33.3	33.1	31.8	31.4	31.9	32.8	33.4	34.3	36.5	37.4	38.2	39.3
			WK. 2	34.8	35.2	35.5	36.2	35.0	35.4	36.1	36.8	36.7	36.9	36.6	37.3	39.1	40.8	41.6	42.6

U.S. TV Households: 81,500,000

(1) NFL PRE-SEASON FTBL-NBC, NEW YORK JETS VS HOUSTON, NBC, (12:00-3:35PM) (S)

For explanation of symbols, See page A.

DAY SUN. AUG. 22, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY																		
ABC ABC MONDAY NIGHT BASEBALL	1	8.30-11.09PM	→GRID	20,050	24.6	9,940	12.2	21	11.4		19,890	24.4	10,020	12.3	22	11.8 11.4 6.4		
	2	8.43-11.37PM	→GRID															
			11.00															
			11.15															
		11.30																
CBS REAGAN ANALYSIS CBS(SUS)	2	8.21- 8.30PM	8.15															
NBC DEMOCRATIC RESPONSE-NBC(SUS)	2	8.22- 8.40PM	8.15															
NBC LITTLE HOUSE-PRAIRIE	2	8.40- 9.40PM	→GRID								14,340	17.6	9,780	12.0	21	14.6		
			9.30															
NBC NBC MONDAY NIGHT MOVIES	2	9.40-11.40PM	→GRID								19,400	23.8	10,920	13.4	25	14.1		
			11.00													12.9		
			11.15													13.1		
			11.30															
NBC NBC NEWS CAPSULE-2-MON(SUS)	1	9.45- 9.46PM	9.45															
EVENING TUESDAY																		
NBC NBC NEWS CAPSULE-2-TUE(SUS)	2	9.58- 9.59PM	9.45															
EVENING WEDNESDAY																		
ABC NEWSBRIEF-WED(SUS)	1	8.57- 8.59PM	8.45															
NBC NBC NEWS CAPSULE-2-WED(SUS)	1	9.58- 9.59PM	9.45															
EVENING THURSDAY																		
NBC NBC NEWS CAPSULE-2-THU(SUS)	2	9.58- 9.59PM	9.45															
EVENING FRIDAY																		
ABC NFL PRE SEASON FTBL-ABC(S)	2	8.30-11.51PM	→GRID								22,090	27.1	9,130	11.2	23	12.0		
			11.00													11.5		
			11.15													11.7		
			11.30															
			11.45													10.8		
NBC NBC NEWS CAPSULE-2-FRI(SUS)	1	9.58- 9.59PM	9.45															
EVENING SATURDAY																		
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	9,210	11.3	9,210	11.3	25	11.3		13,450	16.5	12,960	15.9	31	15.9		
	2	9.00- 9.02PM	9.00															
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	12,140	14.9	12,140	14.9	30	14.9		16,060	19.7	16,060	19.7	37	19.7		
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	6,760	8.3	6,760	8.3	18	8.3		7,660	9.4	7,660	9.4	20	9.4		
NBC NBC NEWS CAPSULE-SAT	1	8.58- 8.59PM	8.45	4,890	6.0	4,890	6.0	13	6.0									
	2	9.07- 9.08PM	9.00								5,790	7.1	5,790	7.1	14	7.1		
NBC NBC NEWS CAPSULE-2-SAT(SUS)	2	9.58 9.59PM	9.45															
NBC NBC NEWS CAPSULE-2-SAT.	1	9.58- 9.59PM	9.45	4,650	5.7	4,650	5.7	11	5.7									
NBC NBC SPECIAL REPORT(S)	2	11.30-12.20AM	→GRID								6,680	8.2	3,990	4.9	14			
CONT'D																		

				WEEK 1								WEEK 2							
DAY	WK	TIME	QUARTER	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SATURDAY-CONT'D																			
NBC NBC SPECIAL REPORT(S)-CONT'D				12.15										4.2* 13*	3.8				
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN				1 8.30- 8.32PM 8.30	7,910 9.7	7,820 9.6	19	9.6											
				2 8.58- 9.00PM 8.45							11,330 13.9	11,170 13.7	25	13.7					
ABC ABC SUNDAY NIGHT MOVIE				1 9.00-11.23PM →GRID 11.15	21,030 25.8	12,800 15.7	29	18.6											
						18.1* 37*	18.6												
ABC ABC NEWSBRIEF-SUN.				1 10.02-10.03PM 10.00	12,710 15.6	12,710 15.6	29	15.6											
				2 10.00-10.02PM 10.00							13,120 16.1	12,880 15.8	27	15.8					
CBS NEWSBREAK-SUN.				8.58- 8.59PM 8.45	10,920 13.4	10,920 13.4	26	13.4			11,490 14.1	11,490 14.1	26	14.1					
NBC NBC NEWS CAPSULE-SUN				8.58- 8.59PM 8.45	9,130 11.2	9,130 11.2	22	11.2			9,130 11.2	9,130 11.2	21	11.2					
NBC NBC NEWS CAPSULE-2-SUN(SLS)				1 9.57- 9.58PM 9.45															
NBC NBC NEWS CAPSULE-2-SUN.				2 10.04-10.05PM 10.00							10,270 12.6	10,270 12.6	22	12.6					
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F				> 8.15 9.15 9.45	10,920 13.4	10,430 12.8	23	9.9	M-F		10,600 13.0	10,270 12.6	23	9.3 11.4 14.6	M-F MON. TU-TH				
ABC ABC NEWS:NIGHTLINE-T-F				11.30-12.00MD 11.30	6,520 8.0	4,970 6.1	17	6.9	TUWF		6,520 8.0	5,300 6.5	18	7.2	TU-TH				

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Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D			1.00						3.8	WED.						3.8	WED.	
ABC LOVE BOAT-12.00-CONT'D			12.00								3,830	4.7	2,360	2.9	12	3.1	THU.	
ABC VEGA\$-12.00	2	12.00- 1.09AM	12.15												3.0*	10*	2.9	THU.
			12.30													3.0	THU.	
			12.45												3.0*	14*	3.0	THU.
			1.00													2.3	THU.	
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.27-12.59AM	12.15								3,830	4.7	3,100	3.8	14	4.4	FRI.	
			12.30													4.0	FRI.	
			12.45													3.4	FRI.	
ABC ABC NEWS:NIGHTLINE-MON	2	12.16-12.47AM	12.15								3,750	4.6	2,930	3.6	14	4.2	MON.	
			12.30													3.2	MON.	
			12.45													2.6	MON.	
ABC ABC MOVIE OF THE WEEK	1	12.30- 1.41AM	12.30	2,930	3.6	1,630	2.0	10	2.1	MON.	3,100	3.8	1,390	1.7	11	2.2	MON.	
	2	12.47- 1.58AM	12.45				2.2*	10*	2.4	MON.						2.0	MON.	
			1.00						2.1	MON.						1.7	MON.	
			1.15				2.0*	11*	1.8	MON.					1.8*	11*	1.5	MON.
			1.30						1.6	MON.						1.3	MON.	
			1.45												1.4*	10*	1.3	MON.
ABC FRIDAYS-PART 2	1	1.11- 1.17AM	1.00	3,260	4.0	3,020	3.7	17	3.7	FRI.								
			1.15						3.6	FRI.								

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Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
ABC SEC. OF STATE PRESS CONF.(SUS)	2	1.00- 2.00PM	1.00														FRI.
ABC SPECIAL REPORT-2(SUS)	1	1.26- 1.29PM	1.15														
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,420	9.1	7,170	8.8	29	8.8	M-F	6,760	8.3	6,520	8.0	27	8.0	M-F
ABC ABC SPECIAL REPORT-2.02(SUS)	1	2.02- 2.20PM	2.00							FRI.							
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F
ABC SPECIAL RPT.1(SUS)	2	6.00- 6.04PM	6.00							M-F							THU.
CBS SUMMER SEMESTER MWF(SUS)		6.00- 6.30AM	6.00							M-F							M-F
CBS SUMMER SEMESTER TTH(SUS)		6.00- 6.30AM	6.00							M-F							M-F
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30	490	.6			<<	<<	M-F	570	.7	410	.5	7	.5	M-F
			6.45						<<	M-F						.6	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,190	7.6	5,950	7.3	28	7.3	M-F	6,440	7.9	6,110	7.5	28	7.5	M-F
CBS REAGAN PRESS CONF.-CBS(SUS)	1	2.02- 2.20PM	2.00							FRI.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,540	6.8	5,050	6.2	20	6.2	M-F	5,220	6.4	4,890	6.0	20	6.0	M-F
CBS CBS NEWS SPECIAL RPT(SUS)	2	6.05- 6.07PM	6.00														THU.
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,470	1.8	1,140	1.4	18	1.3	M-F	1,220	1.5	1,060	1.3	17	1.2	M-F
			6.45						1.6	M-F						1.4	M-F
NBC NBC PRES. SPECIAL(SUS)	2	9.48- 9.55AM	9.45														FRI.
NBC DAYS OF OUR LIVES	2	>	→GRID 1.15 1.30 1.45								6,110	7.5	4,890	6.0	20	5.9	M-F
															19*	6.2	M-TH
															6.1*	6.1	M-F
															20*	6.1	M-F
NBC NBC SPEC. REPORT: SCHULTZ(SUS)	2	1.00- 1.48PM	1.00														FRI.
DAY SATURDAY																	
ABC SPECIAL RPT.3(SUS)	2	8.00- 8.08AM	8.00														
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	1,960	2.4	1,960	2.4	25	2.4		1,630	2.0	1,470	1.8	20	1.8	
ABC SCHOOLHOUSE ROCK-8.55AM		8.55- 8.59AM	8.45	3,340	4.1	3,020	3.7	26	3.7		2,450	3.0	2,200	2.7	21	2.7	
ABC SCHOOLHOUSE ROCK-9.25AM		9.25- 9.29AM	9.15	3,830	4.7	2,850	3.5	21	3.5		3,260	4.0	2,610	3.2	17	3.2	
ABC DEAR ALEX & ANNIE-10.56AM		10.56-10.59AM	10.45	3,420	4.2	3,180	3.9	17	3.9		3,830	4.7	3,590	4.4	18	4.4	
ABC SPECIAL RPT.4(SUS)	2	11.47-11.51AM	11.45														
ABC SPECIAL RPT.5(SUS)	2	1.33- 1.37PM	1.30														
CBS SUMMER SEMESTER-SAT(SUS)		6.00- 6.30AM	6.00														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,870	2.3	1,630	2.0	18	2.0		1,060	1.3	900	1.1	11	1.1	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	1,630	2.0	1,470	1.8	12	1.8		1,630	2.0	1,550	1.9	14	1.9	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,040	2.5	1,630	2.0	12	2.0		2,850	3.5	2,200	2.7	15	2.7	
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	4,480	5.5	4,320	5.3	27	5.3		5,050	6.2	4,730	5.8	27	5.8	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,050	6.2	4,890	6.0	26	6.0		6,520	8.0	6,030	7.4	30	7.4	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,810	5.9	4,650	5.7	25	5.7		5,870	7.2	5,540	6.8	27	6.8	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,750	4.6	3,340	4.1	18	4.1		4,890	6.0	3,990	4.9	20	4.9	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,590	4.4	3,260	4.0	16	4.0		3,260	4.0	2,930	3.6	14	3.6	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,180	3.9	3,020	3.7	15	3.7		3,990	4.9	3,910	4.8	18	4.8	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,340	4.1	3,100	3.8	15	3.8		3,830	4.7	3,340	4.1	16	4.1	
NBC BETCHA DON'T KNOW-8:28AM		8.28- 8.30AM	8.15	2,770	3.4	2,610	3.2	33	3.2		2,610	3.2	2,360	2.9	33	2.9	
NBC BETCHA DON'T KNOW-9:28AM		9.28- 9.30AM	9.15	5,950	7.3	5,790	7.1	45	7.1		6,190	7.6	5,950	7.3	42	7.3	
NBC BETCHA DON'T KNOW-10:28AM		10.28-10.30AM	10.15	4,240	5.2	4,080	5.0	23	5.0		4,240	5.2	4,160	5.1	22	5.1	
NBC BETCHA DON'T KNOW-11:58AM		11.58-12.00NN	11.45	3,340	4.1	3,260	4.0	17	4.0		3,830	4.7	3,670	4.5	19	4.5	
NBC BETCHA DON'T KNOW-12:28PM		12.28-12.30PM	12.15	3,100	3.8	3,020	3.7	15	3.7		4,400	5.4	4,160	5.1	19	5.1	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.17PM	-GRID	5,050	6.2	4,650	5.7	22			5,300	6.5	4,890	6.0	23		
	2	2.00- 2.20PM	-GRID						5.9							6.2	
			2.15														
NBC NBC MAJOR LEAGUE BASEBALL	1	2.17- 5.19PM	-GRID	11,650	14.3	4,890	6.0	20			12,390	15.2	6,030	7.4	26		
	2	2.20- 4.57PM	-GRID													4.1	
			5.00														
			5.15						6.9								
NBC BASEBALL FILL(SUS)	2	4.45- 5.00PM	4.45														
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	2	10.30-11.05AM	-GRID								1,710	2.1	1,300	1.6	7	1.8	
			11.00														
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	1,630	2.0	1,550	1.9	9	1.9		1,710	2.1	1,390	1.7	7	1.7	
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
NBC NFL PRE-SEASON FTBL-NBC(S)	2	12.30- 3.35PM	-GRID								15,810	19.4	6,280	7.7	25	8.5	
			3.30														
NBC HARTFORD OPEN GOLF-SUN.(S)	1	2.00- 4.08PM	-GRID	6,520	8.0	3,340	4.1	13	5.0								
			4.00														